



Blood Bank
of San Bernardino
and Riverside Counties

Serving your community since 1951

May 21, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street S.W.
Washington, D.C. 20554
RE: K-FROG Radio Network Community Service

Dear Mr. Martin:

My staff and I would like to share with you our deep gratitude for the K-FROG Radio Network's support of our lifesaving mission.

K-FROG not only **shares our Public Service Announcements** about community blood drives with its radio audience, but also **broadcasts focused appeals** and **sponsors blood drives during times of critical need** for blood in our community. In fact, K-FROG's emergency blood drive held January 16, 2004 prompted 900 K-FROG listeners to respond by giving the gift of life. *Consider that impact: 900 people donated blood in a single day!*

Yet K-FROG's commitment doesn't stop there.

For the past eight years it has sponsored the annual K-FROG Cares Blood Drive, a three-day event held each June to encourage blood donation at the most crucial time for our community blood supply. In summer, donations typically drop due to people traveling on vacation, yet the need for blood tends to rise due to an increase in accidents and injuries that occur during the same season. Plus ongoing patient needs continue despite the drop in donations.

The K-FROG Cares Blood Drive always provides a much-needed boost to our summertime blood supply. During last year's drive, **1,817 K-FROG listeners participated**, resulting in **more than 1,660 donations—an increase of 500 more donations from the previous year's drive**.

Next month, the network will sponsor its **9th Annual K-FROG Cares Blood Drive**, continuing its lifesaving commitment to our community.

K-FROG on-air personalities take these lifesaving events personally by showing up for broadcasts and call-ins from a variety of donation sites and even roll up their sleeves to give the gift of life! K-FROG serves as a vital community partner in our mission of helping to save lives by connecting donors and patients through the gift of blood. We applaud its lifesaving commitment!

Sincerely,

Tammy Rotellini
Director, Marketing and Public Relations